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Purchase Of Branded Spices: Empirical Evidence From Delhi (NCR)

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ABSTRACT

Purpose: The current study is majorly aimed at analysing consumers' preference and attitude towards purchase intentions for branded spices in Delhi (NCR). An attempt was also made to understand the factors affecting awareness for branded spices powder.

Design/ Methodology Used: The study will help to understand the needs and wants of the consumers for selected brands and spices. Cluster sampling was used to select 480 respondents visiting top malls located in different areas of Delhi, Noida, Gurugram, and Faridabad. 120 respondents were selected from each of the four selected cities. Further in the present study, Top three brands of spices i.e., Everest, MDH and Catch (https://zofffoods.com/blogs/news/top-10-masala-companies-in-india) and Top five spices category such as Chilli, Cumin, Turmeric, Pepper and Ginger were included. Thus, questions were being asked in context of these brands and spices.

Research limitations: Further studies can be conducted in other regions which can give results and brand preferences of people living in that area.

Practical implications: Marketers and managers of the organisations can frame and implement strategies for different market segments. Brand awareness requires adequate attention of the marketers to fetch more market share.

Originality/value: This study is an endeavour to study purchase behaviour for branded spices. Many studies on production, export performance and medicinal value were conducted but very less studies focused on addressing buying behaviour towards branded spices.

Keywords: Purchase behaviour, Branded spices, Brand awareness, Consumer behaviour.

1. INTRODUCTION:

India is also known as 'The Land of Spices' and the magnificence of Indian spices are acknowledged all over the world. India holds a strong place in the world spice business. Indian spices are widely famous for their flavor and aroma in domestic as well as in the global markets (Karthikeyan, 2016). The importance of spices in person's daily life is connected with the improvement of human civilization, as spices creates the interest of the people since these have multiple uses linked with its exclusive and exquisite aroma, flavour and medicinal value. Indian food shows a 5000-year history of mixture of various communities and cultures, leading to various tastes and regional cuisines. Further, the variety to Indian cuisine has been added by the arrival of the Mughals, the British, and Portuguese (Khanna, 2014). The availability of variety and quality of the spices is giving a competitive advantage to India. In the year 2019, the international spices market size was valued at USD

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5.86 billion. This sector is predicted to increase at the rate of 6.5% (compound annual growth rate) from 2020 to 2027(https://www.grandviewresearch.com/industry-analysis/spices-market).Growing demand for authentic cuisines worldwide is one of the primary reasons driving the consumption of spices. The increasing liking towards relishing various kinds of tastes in foods and snacks is expected to encourage producers to produce superior, tempting, and reliable products that can maintain reliability standards altogether (Grand View Research, 2020). The total Indian spice industry is worth Rs 80,000 crore and the branded market is valued at Rs 30,000 crore and estimated to grow at an annual pace of 10-15 percent (Prasad, 2022). According to a report published by Research and Markets (2018), an incredible growth has been seen in the blended and packaged spices sector. Many reasons for the growth of this sector have been highlighted in this report. Increasing working women population and Consumers' awareness towards impure products has given a push for the demand of branded spices. Due to rapid economic growth in India, the purchasing power of the people has been increased, thereby the preferences of the consumers have also been changed. Consumers have been shifted to national brands from regional and local brands. Indian markets are also feeling the presence of international brands in Indian branded spices sector (Sharangi & Acharya, 2018). People's concern for health is another reason for preferring packed branded spices over non-branded ones. Expectation of the consumers for higher quality is bending them towards packaged spices. Through advertising and campaigning, companies selling packed spices are claiming higher quality and purity of the spices (Menz, 2020). In every Indian dish, spices have been an essential ingredient. Recently, the production of masala powders, spice powers, spice paste etc. has been taken by many companies. The spice market has seen intense competition in the marketing of these brands since there are various brands firmly settled in this sector(Zhao et al. 2021). Knowledge on the buying behavior of consumers related processed spices, factors impacting the buying of processed spices and difficulties in use of processed spices would help companies to formulate their marketing strategies (Indumati et al. 2007).Consumer Behavior with respect to grocery and food items has been impacted by globalization in the last decade. Need of convenience, concern for heath and value for money are the recent trends in food sector. In the recent times, new scenarios in the processed food sector like nutritive foods, spices, ready to cook food items like chapattis, vegetable dishes, pickles, snack foods etc., have been earning large -scale acceptance (Indumathi et al., 2020).The consumers prefer the packaged and branded spices as the companies offer pure products. Keeping in mind the reputation of their brands, companies are bound to serve the customers with authentic spices. The spices are manufactured with premium quality of raw material under strict regulations. The proper packaging helps to retain the natural aroma and flavour even after a long period of time. Another major reason for preferring branded spice is manufacturing in hygienic conditions. The authenticity of the spices is not comprised, when manufactured by organized sector companies under the reputed brand name. Therefore, these companies take the responsibility of keeping the quality standards. The advanced manufacturing techniques are used by these companies to preserve the original taste of the spices. As good spices are about authentic taste therefore, big brands are also interested to invest in the regional masala brands for utilizing their years of experience in the spice trade.

2. REVIEW OF LITERATURE

Otterbring (2021) investigated the impact of the presence/absence of peers and other consumers, respectively, on consumers' ability to buy popular brands in a given category of product and found that presence of peers & not the mere presence of other consumers, enhanced the inclination or preference by consumers for popular brands. Additionally, peer

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presence seemed to enhance consumers' dependence on heuristics and access to terms like popularity leading to preference for popular brands. In the presence of others, the consumers shopped more and took longer duration before making any brand choice. The study contributed implications for firms in food industry to better understand consumers' propensity to buy popular brands. Tomar and Kaur (2020) aimed at studying the trends & challenges experienced by Spice industry in India. They stated that a significant decrease in the export stuff has been witnessed owing to rise in illness issues, domestic-produce interest, reduced innovation framework, stringent food laws, etc. Huq and Sarker (2020) examined the factors impacting brand preferences by consumers regarding instant food and found that religious values and culture had a significant impact on consumers in Bangladesh as compared to Swedish consumers. Furthermore, quality played a significant role in finding out brands of instant foods as it had a direct impact on consumer health. In addition to this, eye-catchy product packaging fascinated the consumers about brands in both the countries. Indumathi et al. (2020) stated that major reasons for buying branded spices included good quality, attractive packaging and brand reputation and are crucial in attracting customers. Vijaya et al. (2020) aimed to bring out the factors impacting the behaviour of consumers towards various food products using cross-sectional research design. The outcomes showcased production of total four factors viz. price, quality, flavour and availability. In addition to this, the demographic variables created an impact on behaviour of consumers towards food products. Zhu et al. (2020) gave insights into the knowledge of Chinese consumers, their purchase behaviour and buying capacity for Umami Seasonings The results indicated that consumers had a little knowledge about UMS. 62.6% of respondents revealed that consumption of UMS did not create negative health impacts. They further disclosed that they got to know about it via internet, TV and family/friends. They preferred buying UMS from supermarkets. 63.8% of them reported future buying intentions, if provided with scientifically reliable information about UMS usage. The study could enable international seasoning market to provide consumers with seasoning products as per their choice and preference. Li and Jaharuddin (2020) aimed to bring out the prime purchase factors impacting Chinese consumers' purchase intentions as well as buying decisions towards organic food products. The findings depicted that attitude was positively correlated with knowledge and subjective norms. Additionally, purchase intention was found to be positively associated with attitude, food therapy culture and perceived behaviour control, along with mediating the relationships among all of these. Kavinkesinikethane et al. (2019) stated that prime reason behind their shift from home-made spice powders to branded spice powders is quality and lack of time and knowledge to prepare spice powders at home. The study also stated that preference for branded spices was also due to availability in convenient packs. Sattar et al. (2019) analysed consumers' opinion about quality of selected spice powders i.e. coriander, turmeric, cumin, chilli and mixed spices available in Bangladesh. The researchers also evaluated the impact of low quality spices on the health of consumers along with their preventive measures. The results showed that approximately 91% people perceived the spice powders not to be of fine quality. Various forms of adulteration were also reported by the consumers under study. Addition of low quality raw spice, brick dust, sand, etc. into the fine quality powders came out to be the main types. The consumers also brought to light the diseases associated with consumption of adulterated spices like chronic nephritis, cancer and high BP.

The review of literature has shown that many studies on production, export performance and medicinal value were conducted but very less studies focused on addressing buying behaviour towards branded spices. The studies on consumer buying behaviour were restricted to a particular district only and mainly the studies have been done in South India and not in

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North India where consumption and usage of spices is comparatively very high (92.26 monthly per capita consumption (source:www.statista.com). Therefore, an attempt has been made to bridge this gap by the research objectives of this study.

3. **STATEMENT OF PROBLEM AND OBJECTIVES OF THE STUDY**

In the modern marketing approach satisfaction of consumers is very crucial. In India there are many brands selling packaged spices domestically and internationally. Among them the major brands are Everest, MTR, Badshah, MDH, Catch, Goldiee, Shakthi Masala etc. Three brands viz Everest, MDH and Catch are considered for the current study as these hold position among the top 10 spice producing companies in India. In addition to this, the aforementioned brands also produce five most popular spices like Chilli powder, Cumin, Turmeric, Pepper and Ginger. In order to study the consumers brand preferences, their likings with regard to various varieties available under different brand, the present study focus attention on Consumer Behaviour towards branded spices powder, by various top brands. The current study is majorly aimed at analysing consumers' preference and attitude towards purchase intentions for branded spices in Delhi (NCR). An attempt was also made to understand the factors affecting awareness for branded spices powder.

4. RESEARCH METHODOLOGY

The quantitative descriptive research technique was employed for this study. The sample was selected from all the regions of Delhi NCR. The primary sampling unit were the top shopping malls covering different areas of Delhi, Gurgoan, Faridabad and Noida to cover the entire area of NCR and secondary sampling unit were the consumers visiting these malls. In the present study, cluster sampling technique including purposive sampling was adopted. The method of choosing sample from different parts of NCR has been the cluster sampling. The different parts of the region have been divided into clusters and sample has been chosen from each cluster to make the study representative of the entire population. Out of these clusters, sample malls have been selected on the basis of daily average footfall so as to avoid any bias in the study. The respondents for the study were approached through interception in the vicinity of the mall and as per the judgment of researcher & convenience of the respondent. Considering the population of Delhi NCR, the sample size came out to be 385. However to increase the reliability 480 sample size was selected for the study. 120 respondents were selected from each of the four selected cities. Out of the total population of 92 malls in Delhi NCR, a sample of 16 malls was chosen for the purpose of the study. Top Shopping malls on the basis of daily average footfall covering different areas of Delhi, Gurgaon, Faridabad and Noida are included in the sample to cover the entire area of NCR. A self-administered questionnaire was designed to record the responses of consumers in Delhi NCR region. A validated scale of perception and attitude for branded products given, by Lichtenstein et al. (1990) for quality consciousness, Mir et al. (2012) for price consciousness, Matos et al.(2007) for subjective norms, Tarkiainen and Sundqvist (2005) for health consciousness, Thøgersen and Ölander (2006) for personal norms, Yanqun He, Deqiang Zou and Liyin Jin (2014) for variety, Homer (1995) for Brand Reputation and De Jong et al.(2005) for packaging were included in the study. For internal reliability, the minimum value of Cronbach's alpha should be 0.7. The Cronbach's estimate was higher than 0.7, hence, the construct was deemed to have adequate reliability. Primary data collected for this study was tabulated and analyzed using SPSS (Statistical Package for Social Sciences) version 20.0 and Smart PLS (3.0).

5. RESULTS AND DISCUSSIONS

The demographic profile of the respondents as shown in table 1 depicts that 63.5% of the respondents are married followed by 32.9% who are single. Equal number of respondents have been taken from different age groups i.e., 18 to 25 years, 26 to 35 years, 36 to 45 years,

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46 to 55 years, Above 55 years to give equal representation to all age groups. Majority of the respondents were post graduates (46%) and graduates (42.7%). 40% of the respondents have their monthly income more than 40000 followed by 19.4% having monthly income between 30000-40000. 83.5% of the respondents were living in urban areas and 16.5% were from

		Count	Column N %
NCR area/location	Delhi	120	25.0%
	Noida	120	25.0%
	Gurgaon	120	25.0%
	Faridabad	120	25.0%
Marital Status	Single	158	32.9%
	Married	305	63.5%
	Widow/Widower	5	1.0%
	Divorced	12	2.5%
Age	18 to 25 years	96	20.0%
	26 to 35 years	96	20.0%
	36 to 45 years	96	20.0%
	46 to 55 years	96	20.0%
	Above 55 years	96	20.0%
Highest Qualification	10th	8	1.7%
	12th	37	7.7%
	Graduation	205	42.7%
	Post-graduation	221	46.0%
	PhD.	9	1.9%
	Uneducated	0	0.0%

semi urban areas. 61.3% were having food habits as vegetarians and 30.8% as non-vegetarians.

Table 1: Frequency Distribution of Demographic Profile of Consumers

ISSN PRINT 2319 1775 Online 2320 7876

Research paper UGC CARE Listed (Group -I) Journal Volume 11, S Iss 1, Nov 2022

Monthly Income	Below 10000	46	9.6%
	10000 to 20000	85	17.7%
	20000 to 30000	61	12.7%
	30000 to 40000	93	19.4%
	more than 40000	195	40.6%
Area	Urban	401	83.5%
	Semi-urban	79	16.5%
Food Habits	Vegetarian	294	61.3%
	Non-vegetarians	148	30.8%
	Vegetarians but consume eggs	38	7.9%

Consumers were asked to rate their preference for all the three brands chosen for the study. Statistics in Table 2 reveal that catch id the most preferred brand (52%) followed by MDH (34%) and Everest is a third position with 14% respondents considering it as their preference to other brands.

Table 2 : Consumers' Preference Ranking of the Branded Spices

Brand/Rank	Rank1	Rank2	Rank3
Everest	66 (14%)	214 (45%)	200 (42%)
MDH	163 (34%)	103 (21%)	214 (45%)
Catch	251 (52%)	163 (34%)	66 (14%)

Then an attempt was made to analyse the brand preference of the consumers on the basis of various factors as shown in table 3. Results indicated that better quality of the branded spices was the main encouraging factor for consumers' preference and more variety was the second main factor. price reduction was at third rank (with only 7% consumers) affecting the brand preference of the consumers. While factors like Better representation, availability of non-seasonal spices, Diversity of its packaging were not contributing much in creating brand preference for branded spices.

Table 3: Consumers' Preference Ranking of the Branded Spices on Various Factors

Factor/Rank	Rank1	Rank2	Rank3	Rank4	Rank5	Rank6
Greater Variety	156 (33%)	304 (63%)	19 (4%)	1 (0%)	0 (0%)	0 (0%)
Better quality of the products	291 (61%)	134 (28%)	54 (11%)	0 (0%)	1 (0%)	0 (0%)
Price Reduction	33 (7%)	41 (9%)	270 (56%)	136 (28%)	0 (%)	0 (0%)
Better representation	0 (0%)	0 (0%)	137 (29%)	129 (27%)	136 (28%)	78 (16%)
When non-seasonal spices are available	0 (0%)	0 (0%)	0 (0%)	145 (30%)	175 (36%)	160 (33%)

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Diversity of its packaging	0 (0%)	1 (0%)	0 (0%)	69 (14%)	168 (35%)	242 (50%)

Five top spices i.e., Chilli, Cumin, Turmeric, Pepper and Ginger of these three brands were taken up in the study and an attempt was made to know the factors affecting awareness for these branded spices powder. Results in table 4 reveal that media advertising (39.8% for chilli, 33.3% for cumin, 32.1% for turmeric, 42.1% for pepper and 30.4% for ginger) is the major factor for all the five spices affecting the brand awareness of the consumers. Family and friends (24.6% for chilli, 32.3% for cumin, 25.2% for turmeric, 25.6% for pepper and 25% for ginger) is the second most factor creating brand awareness. Store display is at third rank and shopkeepers recommendation is the fourth factor affecting brand awareness.

Table 4: Factors Affecting Awareness For Branded Spices Powder

		Count	Percentage
Chilli	Family and Friends	118	24.6%
	Media Advertising	191	39.8%
	Store display	107	22.3%
	Shopkeeper Recommendation	64	13.3%
Cumin	Family and Friends	155	32.3%
	Media Advertising	160	33.3%
	Store display	108	22.5%
	Shopkeeper Recommendation	57	11.9%
Turmeric	Family and Friends	121	25.2%
	Media Advertising	154	32.1%
	Store display	109	22.7%
	Shopkeeper Recommendation	96	20.0%
Pepper	Family and Friends	123	25.6%
	Media Advertising	202	42.1%
	Store display	92	19.2%
	Shopkeeper Recommendation	63	13.1%
Ginger	Family and Friends	120	25.0%
	Media Advertising	146	30.4%
	Store display	118	24.6%
	Shopkeeper Recommendation	96	20.0%

5.1 Consumers' Perception and Attitude Towards Purchase Behaviour Intention for Branded Spices

For the purpose of the study Partial Least Square (PLS) has been used as a statistical tool. The original model included 24 reflective measurement indicators for eight independent variables or constructs. There is only direct relationship tested in this study as no mediator or moderator included for the purpose of analysing factors influencing Perception and Attitude Towards Purchase Behaviour Intention for Branded Spices. In total, there are eight hypotheses were tested in this objective of the study. Smart PLS involves a two-steps approach: measurement model assessment and structural model assessment.

Measurement model validates the collected data by examining the convergent validity and discriminant validity. Firstly, factor loadings and average variance explained (AVE) are accessed to validate the convergent validity while composite reliability is referred to examine the reliability of the construct. According to Henseler et al., 2009, loadings below 0.4 should

ISSN PRINT 2319 1775 Online 2320 7876

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be eliminated while above 0.7 are accepted, whereas the loadings between 0.4 and 0.7 are considered for deletions if the deletion leads to an increase of composite reliability and AVE. AVE value shows how much the construct explains the variance of its indicators or items. The recommended AVE personality value should be above 0.5, indicating that the constructs explain more than half of the variance of its indicators (Hair et.al.,2014). Last but not least is the composite reliability (CR) in the convergent validity. Composite reliability refers to the degree to which a set of items consistently indicate the latent construct (Hair et.al.,2014). Higher level of CR indicates higher level of reliability of the construct. The recommended value for CR is above 0.7. The values for loadings, AVE and composite reliability are all above the threshold value suggested as shown in Table 5. Therefore, the results confirm the convergent validity of the measurement model of this study.

Table 5 : Analysis of Convergent Validity

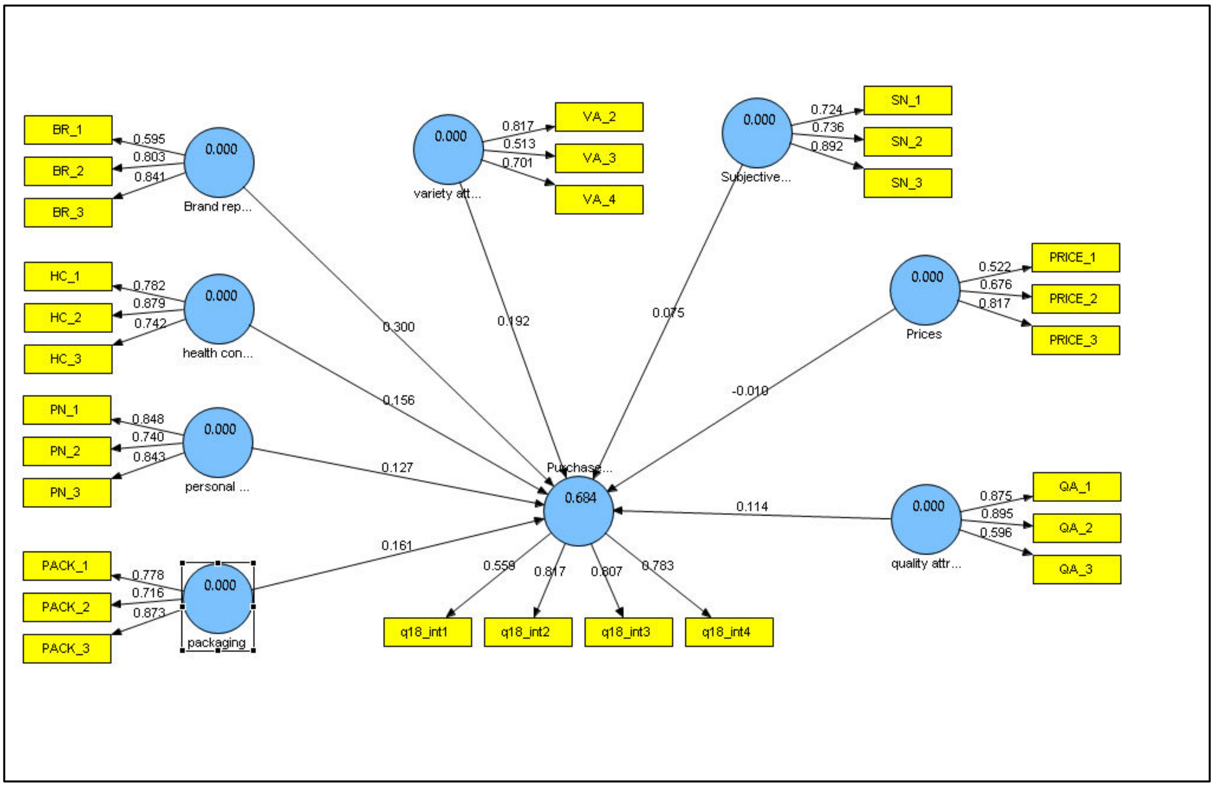
Construct	Item	Loadings	AVE	CR	Cronbach's Alpha	R Square
Purchase Intentions	PI 1	0.5587	0.561	0.834	0.731	**0.684**
	PI 2	0.8169				
	PI 3	0.8071				
	PI 4	0.783				
Brand Reputation	BR 1	0.5945	0.568	0.795	0.620	
	BR 2	0.8026				
	BR 3	0.8407				
Prices	PR 1	0.5215	0.465	0.717	0.438	
	PR 2	0.6762				
	PR 3	0.8168				
Subjective Norms	SN 1	0.7244	0.620	0.829	0.714	
	SN 2	0.7357				
	SN 3	0.8916				
Health Consciousness	HC 1	0.7816	0.644	0.844	0.725	
	HC 2	0.8787				
	HC 3	0.7418				
Packaging	PACK 1	0.7777	0.626	0.833	0.703	
	PACK 2	0.7158				
	PACK 3	0.8731				
Personal Norms	PN 1	0.8481	0.659	0.853	0.742	
	PN 2	0.7398				
	PN 3	0.8434				
Quality Attributes	QA 1	0.875	0.641	0.839	0.717	
	QA2	0.8947				
	QA 3	0.5962				
Variety Attributes	VA1	0.8172	0.474	0.723	0.468	
	VA2	0.5128				
	VA3	0.7007				

In the above table (5) R-Square values also called coefficient of determination measures the proportion of the variation in a dependent variable that can be explained statistically by the independent variables and it takes on any value between 0 and 1.

ISSN PRINT 2319 1775 Online 2320 7876

Research paper UGC CARE Listed (Group -I) Journal Volume 11, S Iss 1, Nov 2022

Fig 1: Model Fit Summary of Factors of Perception and Attitude Influencing Purchase Intentions of Branded Spices



The R-square value of the model is 0.684 which means that 68.4% of the consumers' purchase intention was explained by the variation Brand Reputation, Prices, Subjective Norms, Health Consciousness, Packaging, Personal Norms, Quality Attributes, Variety Attributes and the other 31.7 % is due to other independent variables not included in the model and the random error.

Table 6: Discriminant Validity Analysis

	PI	BR	Prices	SN	HC	PACK	PN	QA	VA
Purchase Intentions	***0.749***								
Brand Reputation	0.714	***0.754***							
Prices	0.343	0.399	***0.682***						
Subjective Norms	0.325	0.394	0.454	***0.788***					
Health Consciousness	0.617	0.522	0.113	0.075	***0.803***				
Packaging	0.63	0.68	0.192	0.22	0.53	***0.791***			

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Research paper UGC CARE Listed (Group -I) Journal Volume 11, S Iss 1, Nov 2022

	7	4		1	3				
Personal Norms	0.643	0.584	0.292	0.298	0.620	0.501	***0.812***		
Quality Attributes	0.543	0.473	0.236	0.128	0.441	0.429	0.368	***0.800***	
Variety Attributes	0.555	0.362	0.453	0.188	0.444	0.317	0.534	0.500	***0.688***

For the purpose of the study, Fornell-Larcker's criterion is used to analyse the discriminant validity. Fornell-Larcker's criterion is the most conservative approach by comparing the square root of the AVE with the latent variable correlations (Hair et.al.,2014). As indicated in Table 6 the square root of AVE's of all the constructs is greater than the inter-item correlations between any two latent variables together hence establishing the discriminant validity or we can say that the values in the diagonal are higher than the other values in the same row and column. This indicates discriminant validity is fulfilled in this study. Bootstrapping technique is used to obtain the standard error value in Smart PLS 3. To run bootstrapping, we use 2,000 samples with the 500 cases. The t-value accompanying each path coefficient was generated using bootstrapping as reported in Table 7. Standard error was used to determine the significance of coefficient. The coefficient is considered significant if the t-value is larger than the critical value in a certain error probability. For two-tails test, the critical value is 1.96 at the significance level of 0.05 which we have taken up in this study.

Table 7 : Path Coefficients and Hypotheses Testing

Relationship	**Std. Beta**	**Standard Error (STERR)**	**T Statistics (|O/STERR|)**	**sig. (2 tail)**	**Hypothesis**	**Remarks**
Brand Reputation -> Purchase Intentions	0.300	0.054	5.562	0.000	H1	Sig.
Prices -> Purchase Intentions	-0.010	0.034	0.301	0.764	H2	NS
Subjective Norms -> Purchase Intentions	0.075	0.027	2.786	0.006	H3	Sig.
Health Consciousness -> Purchase Intentions	0.156	0.040	3.959	0.000	H4	Sig.
Packaging -> Purchase Intentions	0.161	0.045	3.550	0.000	H5	Sig.
Personal Norms) -> Purchase Intentions	0.127	0.056	2.275	0.023	H6	Sig.
Quality Attributes -> Purchase Intentions	0.114	0.037	3.043	0.002	H7	Sig.
Variety Attributes -> Purchase Intentions	0.192	0.035	5.494	0.000	H8	Sig.

Out of the 8 hypotheses, seven hypotheses were supported. Results of the study reveal that factors like Brand Reputation, Subjective Norms, Health Consciousness, Packaging, Personal

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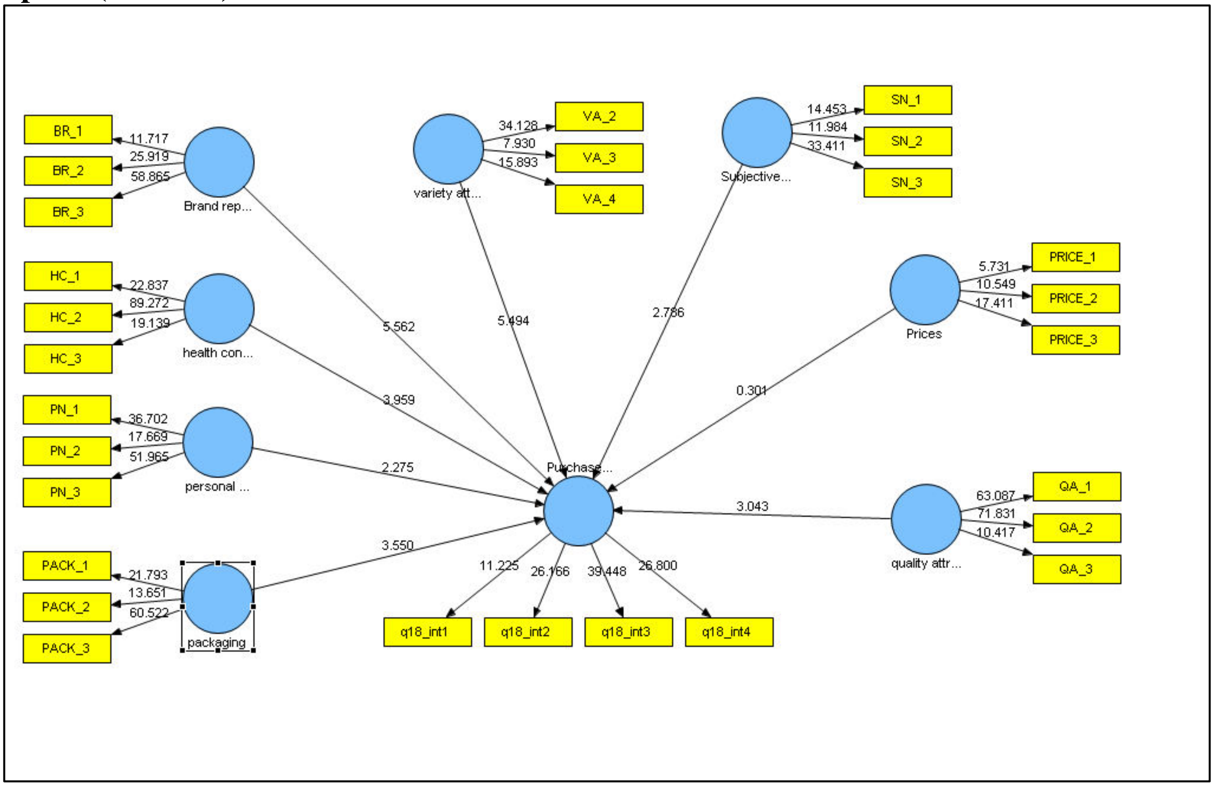
Norms, Quality Attributes, Variety Attributes show positive significant relationships with purchase intentions of branded spices (Supporting hypotheses H1,H3,H4,H5,H6 and H7) . Prices in turn does not show any significant relationship with intention to purchase branded spices, thus not supporting hypotheses H2, proving that people are not ready to compromise on quality with reduction in prices.

Fig 2: Factors of Perception and Attitude Influencing Purchase Intentions of Branded Spices (t-values)



6. Conclusions and Managerial Implications

Increased competition in various spice brands in our country motivated the consumer by appearance of new or more heterogeneous products, adopting different technique to capture the market share as well as increase the customers. In addition consumers increased attraction about different spice brands associated with products environmental characteristics, health effects, quality, origin, etc. Consumers are aware of their brand of packaged spices powder mostly through advertisement (newspapers, journal, magazines and radio) which occupies 67.5 percent [13]. Consumers' preferences towards different spice brand became more complex and diversified. The precise selection of spices for each dish is a matter of national or regional cultural tradition, religious practice and to some extent, family preference [14].

Recently availability of spice brands indicate that market for spices product in Bangladesh is increasing at a large number. RADHUNI, SQUARE, PRAN, FRESH, ACME and BD foods brands were major players in spice market. The spice market is more competitive now-a-days. Customers look out for products that are more advanced in technology and quality and low price. The consumer brand preference of spice powder at different categories is discussed below Increased competition in various spice brands in our country motivated the consumer by appearance of new or more heterogeneous products,

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Recently availability of spice brands indicate that market for spices product in Bangladesh is increasing at a large number. RADHUNI, SQUARE, PRAN, FRESH, ACME and BD foods brands were major players in spice market. The spice market is more competitive now-a-days. Customers look out for products that are more advanced in technology and quality and low price. The consumer brand preference of spice powder at different categories is discussed belowIncreased competition in various spice brands in our country motivated the consumer by appearance of new or more heterogeneous products, adopting different technique to capture the market share as well as increase the customers. In addition consumers increased attraction about different spice brands associated with products environmental characteristics, health effects, quality, origin, etc. Consumers are aware of their brand of packaged spices powder mostly through advertisement (newspapers, journal, magazines and radio) which occupies 67.5 percent [13]. Consumers' preferences towards different spice brand became more complex and diversified. The precise selection of spices for each dish is a matter of national or regional cultural tradition, religious practice and to some extent, family preference [14].

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Recently availability of spice brands indicate that market for spices product in Bangladesh is increasing at a large number. RADHUNI, SQUARE, PRAN, FRESH, ACME and BD foods brands were major players in spice market. The spice market is more competitive now-a-days. Customers look out for products that are more advanced in technology and quality and low price In this competitive world, every organisation is thriving to gain more market share with variety of products to cater to different segments of the society. Now a days, consumers are more inclined towards branded spices due to more convenience and lack

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of time for preparing it at home. Through this study, it has been found that consumers are more concerned about quality of the branded spices being more health conscious rather than their prices. Further, awareness of consumers about branded spices is mostly through media advertising. Choice of a particular spice is based on the cultural and religious factors, hence selection of branded spices powder is affected by family and friends preferences. Consumers perception and attitude is significantly associated with branded spices. Consumers are of the view that the branded spices have much better quality than loose powder available in markets and there is a lot of variety in branded spices to cater to different needs and tastes of the consumers. Consumers experience that branded spice powder is hygienic and good for health and branded spices are trustworthy and never disappoint them. Moreover the The packaging of branded spices keeps the powder fresh and germ free and has all product related information printed on it. Hence, it can be concluded that consumers' preference for branded spices is based on advertising, quality, brand reputation, packaging and variety attributes and Catch is found be the most preferred brand in Delhi NCR region. This sector has vast scope for growth in future, thereby; understanding of consumers' needs must be the top most priority of the brands. This study of consumer behaviour with respect to branded spice will help the companies to design their strategies to cater unfulfilled demands of the consumers.
However this study was limited in its scope and was restricted to Delhi (NCR) only. Other states were not included in the study. So future studies can be done in other states with same variables to know the consumers perception and attitude in that particular state or area.

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